

3 March 1969

MEMORANDUM FOR: [REDACTED]

SUBJECT: Renewal of Project [REDACTED] (WH/Chile)

1. [REDACTED] seeks to influence Chilean public opinion by inserting anti-Communist, particularly anti-Soviet, news items and editorials into a sizeable segment of the Chilean radio and press -- [REDACTED] national radio networks with which [REDACTED] of Chile's 126 radio stations are affiliated and [REDACTED] stations in Santiago; [REDACTED] newspaper chains controlling [REDACTED] provincial newspapers, [REDACTED] Santiago newspaper, and [REDACTED] independent newspaper [REDACTED] [REDACTED]) The number of press outlets has remained essentially the same during the past year, whereas the number of radio outlets has increased. [REDACTED]

[REDACTED]. Political developments in Chile are of great importance to U.S. policy interests and, indeed, they could have considerable bearing on developments in Latin America. Given all these factors, we recommend approval.

2. [REDACTED] is a unique media mechanism. [REDACTED] the Station has access to a good portion of the radio and newspapers in a country where the media structure is a reasonably advanced one. The Station and the Division believe that the Project has been "highly effective" in maintaining a high level of anti-Communist, anti-Soviet feeling among the Chilean public, particularly the lower working class and the farmers, though this evaluation is offered with a clear awareness that, without the benefit of a scientific polling, audience reaction to project output is difficult to gauge. In this connection it should also be noted that [REDACTED] inserts materials into normal wire and press service coverage, which may include items from Communist press services, an operational technique which enhances credibility but complicates the measuring of audience response to [REDACTED] materials.

3. Because of [REDACTED] input into the project ([REDACTED] cables of news on international Communist developments; [REDACTED] but also unrelated thereto, we had requested in connection with last year's Renewal that a report be rendered on the number of placements, the themes covered, the size of the audiences and their reactions. A report of [REDACTED] May 1968, covering the first three months of CY 1968 shows that press placements are at a most satisfactory level and the report states that "the same material which is prepared for press placement is also aired

over... radio networks"; and it gives a good indication as to the importance to be attached to certain categories of propaganda themes. The radio audience being vastly more important than the press readership in Chile, we strongly recommend that an effort be made to obtain some reasonably valid reading on its size and reaction to the radio news coverage generally, and its anti-Communist content specifically. It would seem to us that the [REDACTED] mechanism, [REDACTED] can find ways and means to obtain such an evaluation. The suggested evaluation would seem to be particularly important at this juncture because, with the Chilean presidential elections to be held in 1970, the Project may well have to depart from its current coverage of international Communist material to a balance which would include Chilean Communist news and commentary, support of a candidate, etc.

4. We are prepared to discuss our suggestions in more detail at any time.

[REDACTED]